

Message Text

UNCLASSIFIED

PAGE 01 STOCKH 00744 131450Z

47

ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 /020 W
----- 014338

R 131430Z FEB 75

FM AMEMBASSY STOCKHOLM

TO USDOC WASHDC

INFO SECSTATE WASHDC 3938

UNCLAS STOCKHOLM 744

FOR: BIC/OIM/SAD:CEJOHNSON AND MOLLY CLEVELAND;
BIC/OIM:AJCAYA

E.O. 11652: N/A

TAGS: BEXP, SW

SUBJECT: COMMERCIAL PROGRAM: IN-STORE PROMOTIOC NK

REF: STOCKHOLM T-534

PAUL HATHAWAY, SALES MANAGER, ROCKWELL INTERNATIONAL, CONSUMER PRODUCTS DIVISION, BECHTEL HOUSE, 245 HAMMERSMITH ROAD, LONDON CALLED ON PER KALEN AND ALLAN BEXELIUS OF NK IN CONNECTION WITH HIGH TECHNOLOGICAL CONSUMER GOODS THEME SUBJECT IN-STORE PROMOTION PER REFTEL. IN DE-BRIEFING TODAY AT TRADE CENTER HATHAWAY CONFIRMED THAT NK HAD SIGNED ORDER FOR ONE THOUSAND POCKET CALCULATORS. ATHAWAY WAS ALSO VERY HELPFUL IN FURTHER IDENTIFYING RANGE OF HIGH TECHNOLOGY CONSUMER GOODS FOR JEEP BEING PROPOSED OUR FY 77 STC EVENTS PROGRAM IN RESPONSE TO STATE 005312. OUR PRODUCT PRIORITY LIST OUTLINED OUR A-445 NOW BEING UPDATED BASED, IN PART, ON MR. HATHAWAY'S COMMENTS. STRAUZ-HUPE

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NNN

Message Attributes

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Decaption Note:
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Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Margaret P. Grafeld
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